ORDER

FIRST COAST NEWS

Orders	Order / Rev:	698390 - 2	_	FIRST FOR YOU
	Alt Order #:	6226600	_	
	Product Desc:	AMERICAN CROSSROADS	_	A SANKETY COMPANY
	Estimate:	1777	_	WTLV-TV
	Flight Dates:	10/02/12 - 10/08/12	Primary AE:	Jim Quinn
	Original Date / Rev:	09/12/12 / 09/12/12	Sales Office:	T-PHI
	Order Type:	Political	Sales Region:	NAT
Agency	Name:	Mentzer Media Services/ POL	_	
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Do Not Mail	Billing Cycle:	EOM/EOC
		XX, XX XX	Agency Commission:	15%
Advertiser	Name:	American Crossroads	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	IS-Candidate/Presidential	Order Separation:	00:15:00

	Revenue	Codes:	AGY, GEN, PO	<u>L</u>	Agency Ext	ernal ID:			
Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/08/12	82	\$44,990.00	\$38.241.50	October 2012	82	\$44,990.00	\$38,241.50	0.00
10/01/12	10/00/12	02	Ψ-1-1,000.00	400 211100	Totals	82	\$44,990.00	\$38,241.50	0.00

Advertiser External ID:

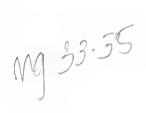
10,01,12		V 1 1,020100	Totals	82	\$44,990.00	\$38,241.50
Account Executives						
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %		
Jim Quinn			Start Of Order - End Of Order	100%		

Order Share	Share	Total
WTLV-TV	25%	\$44,990.00
Market	100%	\$179,960.00

Priority:

P-3

Share	Total
0%	\$0.00
4%	\$7,198.40
0%	\$0.00
30%	\$53,988.00
13%	\$23,394.80
28%	\$50,388.80
	0% 4% 0% 30% 13%



Ln Ch Start End	Inventory Code	Break	Start/End Tin	ne Days	Len Spo		Rate Pri		Spots	Amount
N 16 WTLV 10/06/12 10/06/12	Sat 730-8p Jeopardy	СМ	Sat 7:30p-8p	\$=	:30	1	\$220.00 P-3	0.00 NM	0	\$0.00
Start Date End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12 10/07/12	S-	1	\$220.00	0.00						
Spot Ch Date Range D	escription	Start	VEnd Time	Ĩ	<u>Weekdays</u>	Lengt		Rtg Type		
1 WTLV 10/01/12-10/07/12 S	at 730-8p	Sat 7	7:30p-8p		Sa	- ∴3	0 (\$220.00)	0.00 NM		
Credited										
N 17 WTLV 10/06/12 10/06/12	Sat Prime B Sat Prime B	СМ	Sat 9p-10p	s-	:30	2	\$330.00P-3	0.00 NM	0	\$0.00
2X MAX/DAY										
Start Date End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12 10/07/12	S-	2	\$330.00	0.00						

Print Date: 09/12/12 10:44:21 Page 2 of 2

WTLV-TV

Order / Rev:

698390 - 2

American Crossroads

Alt Order #: Flight Dates: 6226600

10/02/12 - 10/08/12

Product Desc:

Advertiser:

Estimate:

AMERICAN CROSSROADS

1777

777

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts	Rate Pri	Rtg Type S	pots	Amount
N 17 WTLV 10/06/1	2 10/06/12	Sat Prime B Sat Prime B	СМ	Sat 9p-10p	5	- :30	2	\$330.00P-3	0.00 NM	0	\$0.00
2X MAX/DAY Start Date Week: 10/01/12 Spot Ch Date Ra 1 WTLV 10/01/11 Credited 2 WTLV 10/01/11	2-10/07/12 S		Sat 9	Rate \$330.00 /End Time 9p-10p	Rating 0.00	Weekdays Sa		1th Rate 30 (\$330.00) 30 (\$330.00)			
N33 WTLV 10/06/1	2 10/06/12	Sat 8-10a Sat 8a-10a	СМ	8a-10a	s	- :30	2	\$300.00P-3	0.00 NM	2	\$600.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week 2	Rate \$300.00	Rating 0.00			. <u>-</u>			
N 34 WTLV 10/02/1	12 10/05/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:3	30p -TWTF-	- :30	1	\$200.00 P-3	0.00 NM	1	\$200.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays -TWTF	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
N 35 WTLV 10/02/	12 10/05/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	-TWTF-	- :30	1	\$80.00P-3	0.00 NM	1	\$80.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays -TWTF	Spots/Week 1	Rate \$80.00	Rating 0.00						
									Totals	82	\$44,990.00